

## **Communications Manager**

**(State of Delaware classification: Management Analyst III)**

### **Summary**

The Delaware Division of Historical and Cultural Affairs, Department of State, seeks an innovative communications professional who is responsible for marketing and public information activities, and oversees the development and delivery of a communication strategy for division initiatives. Creativity, collaboration, and self-motivation are key requirements for this senior leadership position to ensure the division's mission, vision and values are conveyed through communication, marketing, and public relations. This position identifies and prioritizes opportunities that inform and illustrate Delaware's rich, diverse, and complicated cultural history and related resources.

### **Responsibilities**

This position provides leadership, vision and support in the development and implementation of the division's communication plan as outlined in the strategic plan. The Communications Manager handles news releases, monthly e-newsletters, annual reports, division reports, website content, calendar of events, media operations, image library and drives positive publicity for the division's events, programs and activities in coordination with necessary staff and division partners.

Working in collaboration with division managers, programming staff, and social media staff, the Communications Manager ensures consistent messaging and outreach across earned, owned, purchased and partnership opportunities. The position is a member of the senior leadership team; works with the director, deputy director and the management team planning, implementing, and advancing equity, inclusion, and access work in the state, museums, and public historic fields.

Based in the Dover area, this position collaborates with other division teams working throughout the state covering initiatives, projects, programs, museum operations, exhibitions, digital/print literature, and social media. The division manages 46 historic properties within the state with six operating as museums which are accredited by the American Association of Museums. The division also partners with the National Park Service, and with other museums, historical societies, and agencies throughout the state. Other division activities involve the State Historic Preservation Office, Conference Center, and affiliate operations. Multitasking, meeting deadlines, prioritizing, and adapting to changing priorities is important as the division is implementing a new strategic plan.

### **Position requirements:**

Applicants must have education, training and/or experience demonstrating competence in each of the following areas:

1. Three years' experience in conducting studies which includes evaluating operations, programs, services, policies and procedures to determine efficiency, effectiveness,

whether goals and objectives are met and compliance with laws, rules, regulations, policies and procedures.

2. Three years' experience in interpreting laws, rules, regulations, standards, policies, and procedures.
3. Six months experience in designing studies which includes determining study goals and objectives, information needed, data sources, sampling and collection methods.
4. Six months experience in making recommendations for continuation or changes to operations, programs, services, policies or procedures based on findings.
5. Six months experience in narrative report writing.

### **Delaware Division of Historical and Cultural Affairs**

The Division of Historical and Cultural Affairs serves Delaware residents and visitors by identifying, preserving, and interpreting Delaware history. Our activities foster strong communities, engaged citizens, economic vitality, and a deeper understanding of Delaware's role in world history. We do this in public trust for current and future generations.

The Division of Historical and Cultural Affairs is a trustworthy, ethical, and reliable partner with organizations, agencies, and individuals with whom we have common goals. The division's vision is to actively engage our audiences in learning and to understand how Delaware history is meaningful to their lives. We seek to actively engage our audiences through exploring a diversity of historical and cultural perspectives to inform and influence decisions about the future. We want our audiences to feel welcomed, valued, and encouraged to question and explore.

Please see the Division's Statement on Race and Equity at <https://history.delaware.gov/about-agency/>

The position is a full-time State of Delaware position based at the division's administrative office in Dover. Delaware offers a comprehensive state benefit package.

The salary range for this position is \$51,300 to \$54,500

Closing date: May 3, 2023

All applications must be made through the [Delaware Employment Link](#)